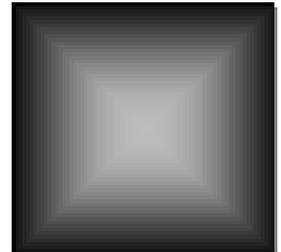
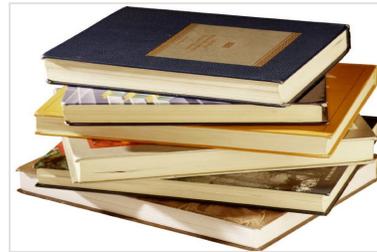
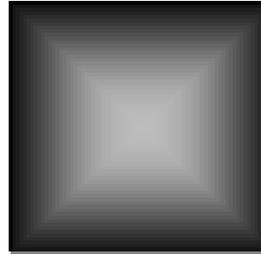


# 2015 IOWA INDUSTRY PROFILE

# INFORMATION

## IOWA WORKFORCE DEVELOPMENT



### Executive Summary

In 2014, the **information** sector provided 26,110 jobs to Iowans, which represented almost 1.7 percent of all covered employment. This sector reported an average, sector annual wage of \$50,600, which is 19.0 percent higher than the average wage across all industries (both public and private sector) of the state, \$42,536.

Employment in this sector was fairly steady from 2006 through 2008, but since then has dropped precipitously, even as the recession has ended and other industries have regained the jobs they shed during the downturn. The downward trend has not proven true for the average income, which has been steadily rising. Since a recent peak in 2007, employment has decrease by 23.5 percent, while over the same period, wages increased 19.9 percent. This likely reflects the fact that the well-paid data and web industries have actually added employment as the sector as a whole has shrunk.

Male workers account for a slight majority of the employees in this sector, holding 50.9 percent of the sector's jobs. Women are actually the majority of workers over the age of 45, perhaps reflecting the growing influence of male-dominated tech careers creating the new jobs in this sector.





# INFORMATION IOWA INDUSTRY PROFILE

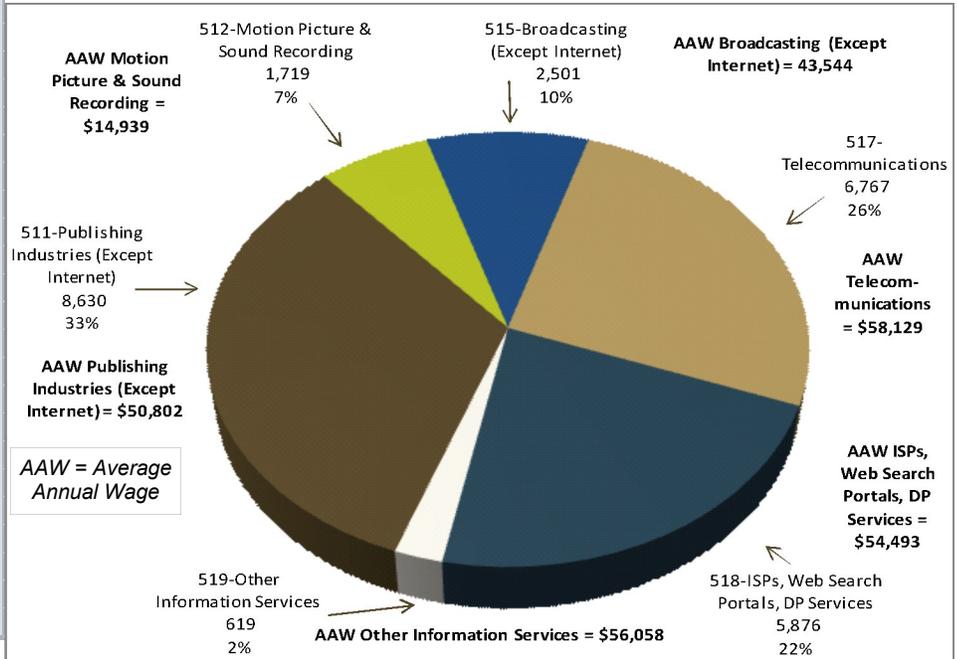
## What is Information?

The **information** sector comprises establishments engaged in the following processes: (a) producing and distributing information and cultural products, (b) providing the means to transmit or distribute these products as well as data or communications, and (c) processing data.

The main components of this sector are the **publishing industries**, including software publishing, the motion picture and sound recording industries, the **telecommunications industries**, and the information services and data processing industries.

## 2014 Industry Breakout by Employment in Iowa

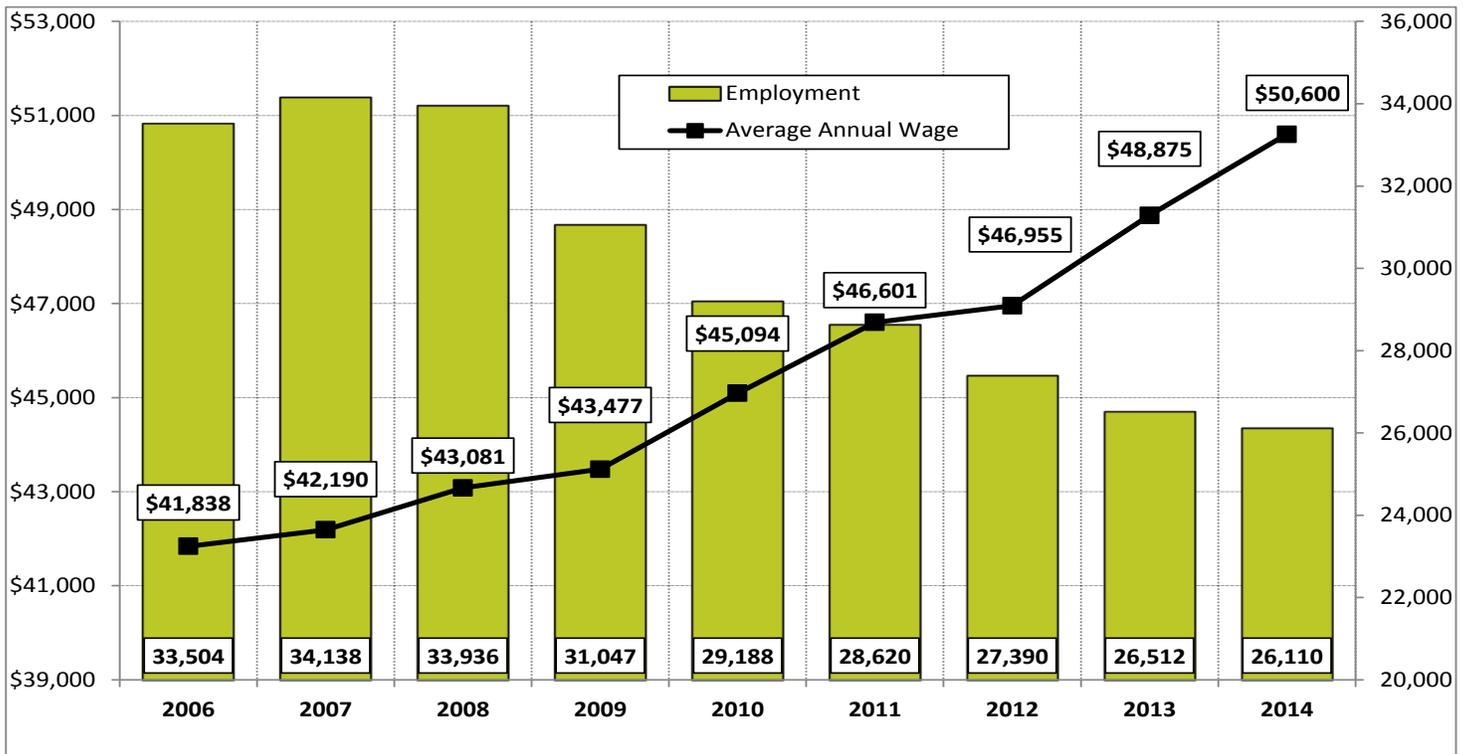
\* Percentage Employed by Sub-Sector



Source: [www.census.gov/naics](http://www.census.gov/naics)

Source: Quarterly Census of Employment and Wages (QCEW), Bureau of Labor Statistics

## 2006-2014 Employment in Information in Iowa



Source: Quarterly Census of Employment and Wages (QCEW), Bureau of Labor Statistics

# INFORMATION IOWA INDUSTRY PROFILE



## Examples of Major Information Industry Employers

Name of Company	Sub-Sector/Industry
Des Moines Register	Newspaper, Periodical, Book, & Directory Publishers
Gazette Communications Inc	Newspaper, Periodical, Book, & Directory Publishers
Machlink	Data Processing, Hosting & Related Services
McGraw-Hill Education	Newspaper, Periodical, Book, & Directory Publishers
McKesson Provider Tech	Software Publishers
Meredith Corporation	Newspaper, Periodical, Book, & Directory Publishers
Quad-City Times	Newspaper, Periodical, Book, & Directory Publishers
United States Cellular	Wireless Telecommunication Carriers
Windstream Communications	Wired Telecommunication Carriers
Winegard Co.	Cable and Other Subscription Programming

Source: *Infogroup USA*

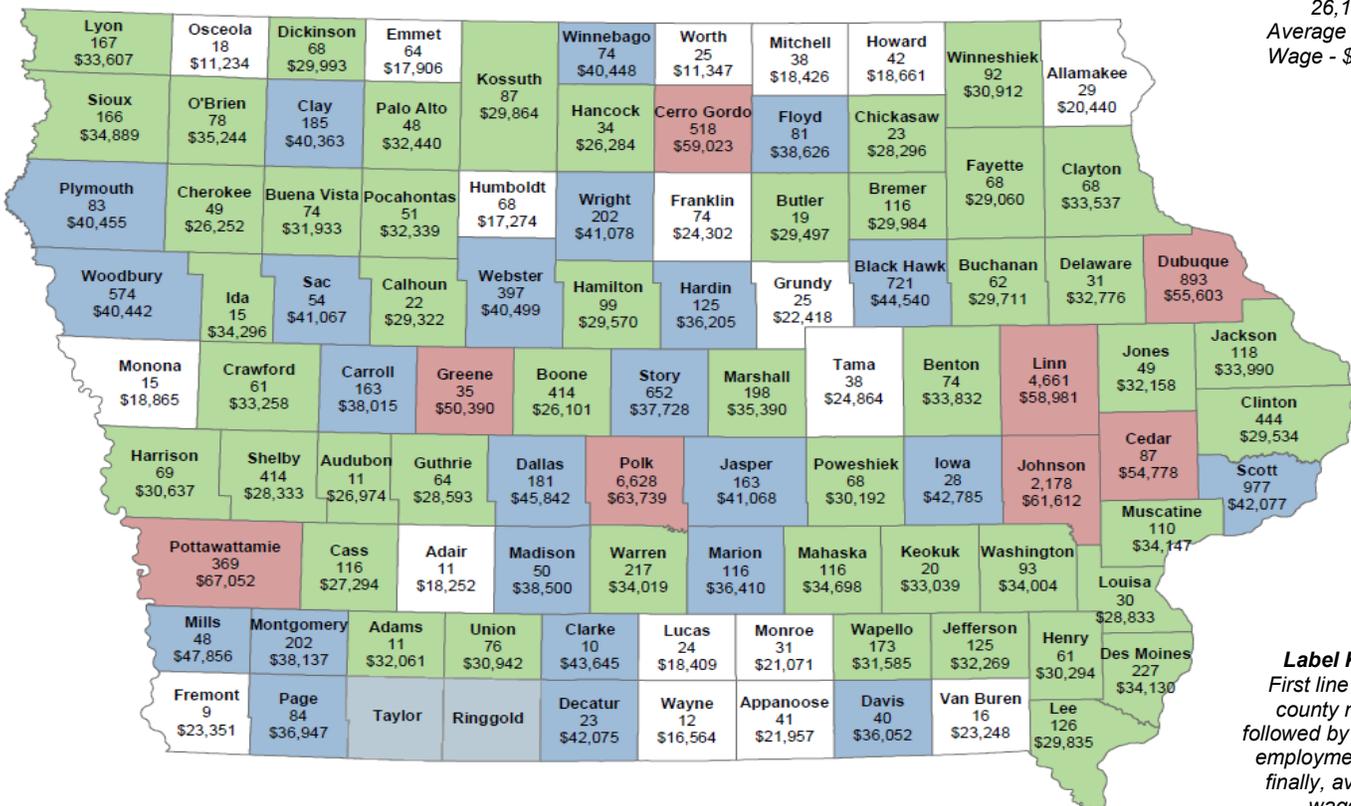
## 2014 Employment in Information by County

**Average Annual Wage:**

	Less than \$24,864		\$26,865 to \$35,390
	\$35,391 to \$47,856		Greater than \$47,857

Sector Statewide:

Employment - 26,110  
Average Annual Wage - \$50,600



**Label Key:**  
First line is the county name followed by average employment and finally, average wage.

Source: *Quarterly Census of Employment and Wages (QCEW), Bureau of Labor Statistics*

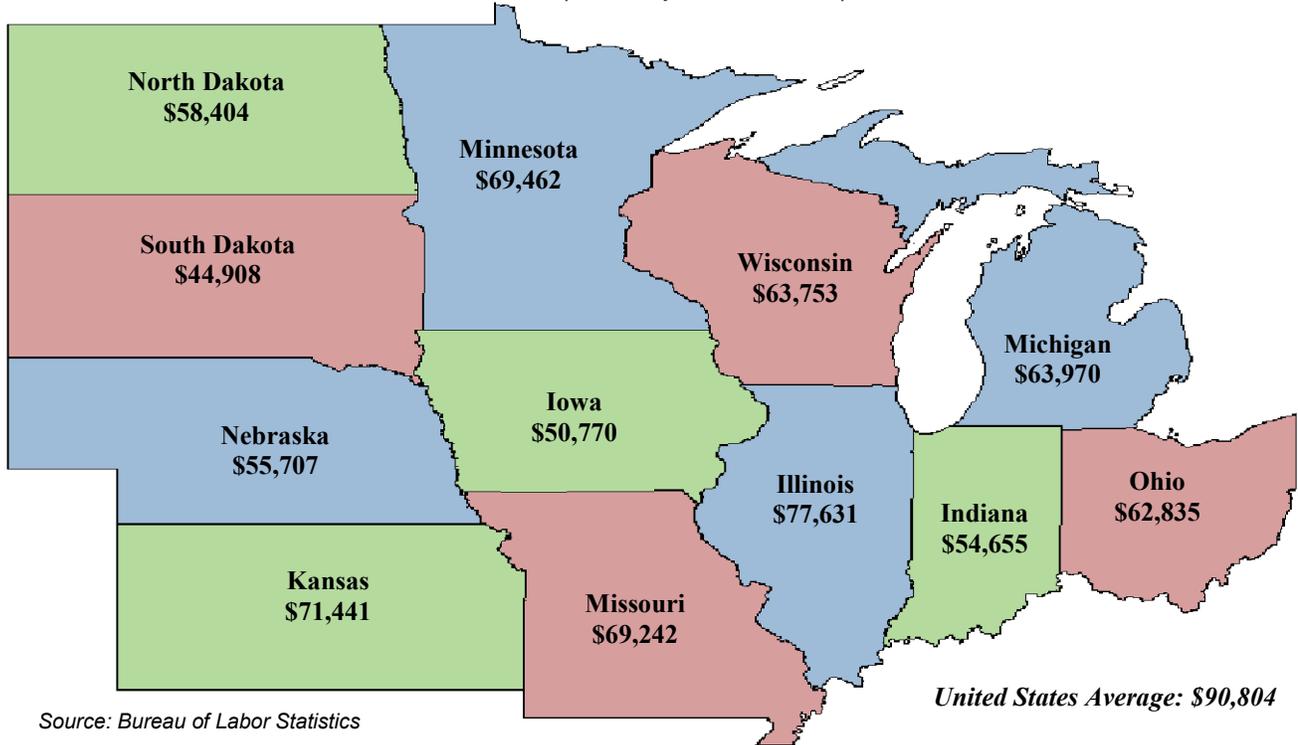


# INFORMATION

## IOWA INDUSTRY PROFILE

### 2014 Average Annual Wage for Covered Employment in Information

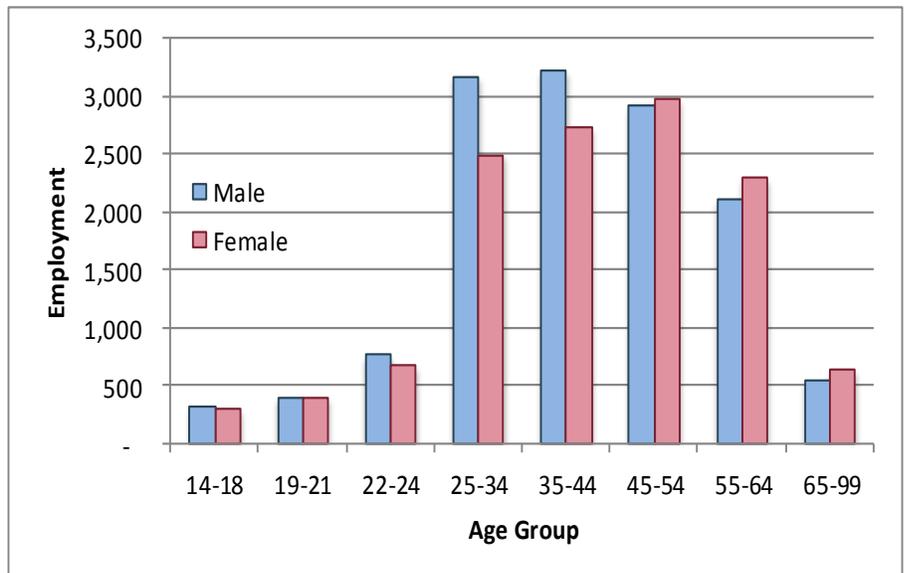
State Comparisons by Private Ownership



Source: Bureau of Labor Statistics

### Industry Distribution by Age and Gender

2013 Average Annual



Source: Local Employment Dynamics, Iowa Workforce Development and U.S. Census Bureau  
<http://lehd.did.census.gov>

#### Contact Information

##### Iowa Workforce Development Employment Statistics Bureau

1000 E Grand Ave  
 Des Moines, IA 50319  
 800-532-1249  
 Fax: 515-281-8195  
 lwd.lmi@iwd.iowa.gov

[www.iowaworkforcedevelopment.gov](http://www.iowaworkforcedevelopment.gov)

Equal opportunity employer/program.  
 Auxiliary aids and services are available  
 upon request to individuals with disabilities.

TTY 515-281-4748  
 1-800-831-1399

